

AMERADA HESS CORPORATION

INTEROFFICE CORRESPONDENCE

TO: Hess Mart Managers MEMO: CI/97215A
FROM: C. V. M. Iszard DATE: 8/27/97
SUBJECT: Revised Cigarette Compliance Memo

In May you received the 1997 cigarette display compliance memo and we discussed standardizing and reducing the size of displays in your stores during the coming year. During the first week of September we will be standardizing the following displays:

R.J. Reynolds Displays

Your RJR Rep. will set up the new displays and remove the old ones as follows:

- 1) The current two R. J. Reynolds Premium displays on the front counter will be replaced by one R.J. Reynolds display (R. J. Reynolds Display #5 on attached exhibits). This display should wrap the #2 register. If you do not have a 2nd register yet, please place the display on the front counter fully exposed.
 - 2) The Marlboro and Philip Morris Other Premium Brands Display must wrap the #1 register. The attached picture illustrates how the displays should be positioned; 1) Marlboro facing into the transaction area of register #1, 2) The PM OPB display behind register #1 and 3) The short arm of the RJR wrap facing into the transaction area of register #2.
 - 3) Your current Doral/Signature displays will be replaced with one 18 facing Doral Display (R. J. Reynolds Display #6 on attached exhibits) The top row will be for Doral and the bottom row will be for Signature (P.O.S. to be provided next month)

Philip Morris - Basic Display

Your Philip Morris Rep. will set up the new display and remove the old one. You can set up this display, but please save the old display for the rep.

The New Basic Display will be 3 shelves, 8 facings wide. (Philip Morris Display # 3 on attached exhibits)

These displays have been approved by both manufacturers and are mandatory for compliance. The attached schematic has been updated for the new display. Please review the schematic to determine if the Marlboro & OPB displays are positioned at the busiest register (Register #1) and that the whole schematic is accurate. If the schematic is not correct, please update it, review it with your Marketing Rep. and mail back to me.

All Hess Marts should receive these new displays by the end of next week. If you have not received these displays by Sept. 8th, please call Kathy Stripe.

cc. H. I. Small Region Managers
R. Lawlor Division Managers
K. Strype Marketing Reps.

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